

Social media and tourism marketing

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Social media and tourism marketing

WRITTEN ON APRIL 26TH, 2011 BY VINCENZO VECCHIO
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As standards of living improve, people are placing an increasing emphasis on leisure, dynamically seeking ways to relax and eliminate stress. This is why travel has become a popular leisure activity. Numerous factors influence the destination choice, including advertising campaigns, travel agency promotions, airline ticket discounting, movies or TV programs, personal preferences and **word of mouth**.



In particular, the Internet has dramatically changed the competitive dynamics of the lodging industry, since a continuously growing number of tourists use this technology to collect useful information for their travels. Marketers, who have long sought to harness and manage interactions such as these to their own advantage, have recently begun to consider and devise strategies to manage online interpersonal influence.

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AboutMe

Vincenzo Vecchio received his university degree in Computer Engineering from University of Naples in 2000.



He has received several IT and project management certifications such as EUCIP (European Certification of Informatics Professionals), ISO 27001 Lead Auditor of security management for information systems, Management of Technology Transfer – University of Naples, PRINCE2 Certification for Project Management. [Read more...](#)

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tracking: ideas to handle both

WRITTEN ON MARCH 24TH, 2011 BY VINCENZO VECCHIO
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We often read about time management and tasks management. I have to say that [GTD](#) has really changed the way I work and the way I manage my time in general. [David Allen](#) has done a great job at putting into simple words a great process and approach to work/life management. Following the GTD success, many software applications are now available that really help you in managing time and tasks with the GTD process in mind. I have previously posted a few articles about interesting apps that can make your GTD time management easier, such as [To-Do Lists & Tasks Management](#).



Although these apps are all excellent for managing your tasks I have found that none of them put together time management and time tracking. What about if you have the following requirements? [Read more...](#)

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Choosing the correct time to blog and tweet

WRITTEN ON DECEMBER 11TH, 2010 BY VINCENZO VECCHIO
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I used to post tweets and blog posts as soon as they were ready, as soon as I had something to share. But lately I've figured out that choosing a time and date to put your content out there could be crucial. Also, with the help of very easy to use tools for tweeting and blogging, I believe choosing a correct time has become really easy.



[Some studies](#) show that posts on Facebook are more often shared between 9.00 AM and 10.00 AM. Also, [it seems like](#) there are more chances of your message to be re-tweeted in the early afternoon, from 1.00 PM to 3.00 PM.

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The ECHORD Project



[ECHORD](#) (European Clearing House for Open Robotics Development) is a new EU-funded project aiming to strengthen the cooperation between scientific research and industry in robotics. ECHORD will act as a "clearing house" to streamline successful know-how transfers. It is truly open to those entrepreneurial research institutes able to carry out challenging robotics development in cooperation with manufacturers which are interested in focusing on research and technology development, and it will ultimately increase European competitiveness in robotics.

The social loneliness

WRITTEN ON NOVEMBER 9TH, 2010 BY VINCENZO VECCHIO
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In our always-on social media world I think we are assisting to a new phenomenon: the “**social loneliness**”.

Social media has changed the way we interact with our friends, colleagues, loved ones. Mobile devices and their wireless and cheap connections have changed the way we use social networks. We are using mobile devices to update our status on facebook, twitter, tell friends where we are having dinner using foursquare, and upload pictures of what we are looking at.



Wonderful! I would say.
But the strange thing I would like to address here is that not all of us are as social as they might appear on social media!

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TAGS: MOBILE DEVICE, PDA, SOCIAL LONELINESS
CATEGORIES: HIGHLIGHT, SOCIAL MEDIA

The social answer to the economic crisis

WRITTEN ON OCTOBER 7TH, 2010 BY VINCENZO VECCHIO
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I came across a few interesting new web apps that maybe represent the social answer to the economic crisis we are living today. The first one is called **Fiverr** where the slogan is “The place for people to share things they’re willing to do for \$5”. And that’s exactly what it is. A kind of social network where people offer the most strange performances and services for just 5\$!



Even if the bigger number of proposals are technical ones (such as debugging web sites, installing wordpress themes, etc.), you can also find pretty strange announcements such as: “I will call your girl and tell her that you are gay for \$5”, or “I will send you

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TAGS: FIVERR, SOCIAL MEDIA, TENBUX
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First of all, a to-do list

WRITTEN ON SEPTEMBER 22ND, 2010 BY VINCENZO VECCHIO
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When I was young and romantic, I loved my to-do lists made with my best pen and written on my elegant agenda. They were fascinating and useful but I do remember I had some productivity issues. First of all I wished all not completed tasks could magically shift to the next day..



Probably less romantic or fascinating, electronic to-do lists definitely changed the productivity levels of my working day.
Which tool you use really does not make much difference. But the way you use it sure does.

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TAGS: TASK MANAGEMENT, TO-DO LIST
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Probably I'm obsessed by this word: **synchronization**.

But if I'm not the only one who tries to keep all calendars, emails, to-do lists, files, contacts in sync, then I would like to share some of my considerations and some of my experience with a pretty good cocktail of tools I regularly use. Truly enough, I would love to hear similar thoughts and experiences from anyone.

First of all let me say that I'm a great fan of [David Allen's](#) GTD (Getting Things Done) methodology and that I love to be organized, efficient and productive. Second, I must admit that I'm also fascinated by new technologies and not very keen anymore to use paper and pen.. Oh, and I'm a Mac man.

What I would like to share are some experiences, workarounds and ideas I came up in the last years in order to try to keep my life (and work tools) in sync.

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To-Do Lists & Tasks Management

WRITTEN ON AUGUST 19TH, 2010 BY VINCENZO VECCHIO
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For those of you who think can keep all your activities and To-Do list in your mind, for those who still rely on paper and pencil, for everyone who does not believe that technology can improve your productivity... stop reading this article. For all the rest I hope this helps!

Given as requirement that I'm a Mac user and GTD (Getting Things Done, by David Allen) passionate, I will try to illustrate several options I have personally tested for To-Do lists and task management.

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A successful executive

WRITTEN ON AUGUST 15TH, 2010 BY VINCENZO VECCHIO
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A successful executive is one that solves bigger problems than he/she creates."

— David Allen

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The missing VOIP on iPhone

WRITTEN ON JULY 23RD, 2010 BY VINCENZO VECCHIO

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I'm definitively an iPhone fan. I bought it the first day it was delivered to stores. I also must admit it has increased my productivity and pleasure in using such a device.

BUT, although it has been around now for several years, the operating system is now in its release 4.0.1.... yet I still believe there is one huge deficiency: VOIP. While most of other smartphones provide this feature in someway, the iPhone seems to ignore the VOIP industry.

Many VOIP app developers are struggling in trying to upload their applications on the Apple store, but I believe everyone is still far from what a true VOIP phone should look like.

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A successful executive is one that solves bigger problems than he/she creates." — David Allen

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